CLAIMS

1. (currently amended) An electronic commerce system, comprising:

a host with two-way communication to a plurality of distributors, each of said plurality of distributors offering an addressable inventory of merchandise comprising discrete items;

said host suitably adapted to sort said discrete items from said plurality of distributors according to a <u>unique</u> class designation, wherein members of a substantially similar class are assigned a unique tag; and

a store builder with electronic access to said host and capable of requesting at least one unique tag, whereby said host then creates a store for said store builder, said store providing a consumer with access, via said distributor, to items assigned said unique tag.

2. (original) The electronic commerce system of claim **1** wherein said store is customized by at least one of top and bottom border design, dominant color, font style, store name, slogan, narrative and URL.

3. (original) The electronic commerce system of claim **2** wherein said store is customized by a combination of top and bottom border design, dominant color, font style, store name, slogan, narrative and URL.

4. (original) The electronic commerce system of claim **3** wherein said store has a product mix commensurate with a key word store.

5. (original) The electronic commerce system of claim **3** wherein said store has a product mix commensurate with a specialty store.

6. (original) The electronic commerce system of claim **2** wherein said store builder maintains a consumer accessible web site that is separate from said store.

7. (original) The electronic commerce system of claim **6** wherein said consumer accessible web site includes an electronic link with said store.

8. (original) The electronic commerce system of claim **6** wherein said store builder sells personalized items from said consumer accessible web site.

9. (original) The electronic commerce system of claim **8** wherein said host conducts administrative functions related to the sale of said personalized items.

10. (original) The electronic commerce system of claim **6** wherein said store builder sells private label items from said consumer accessible web site.

11. (original) The electronic commerce system of claim **10** wherein said host conducts administrative functions related to the sale of said private label items.

12. (original) The electronic commerce system of claim **2** wherein a single store owner owns multiple stores, each with a different URL.

13. (original) The electronic commerce system of claim **12** wherein said host maintains the administration of all of said multiple stores owned by said single store owner.

14. (original) The electronic commerce system of claim **2** wherein said host is not discernable by said consumer.

15. (previously amended) A method for manufacturing an e-commerce store according to claim **1**, comprising the steps of:

    having a store owner electronically access a host, said host electronically displaying a plurality of generic store types;

    selecting a store type;

    setting up an account whereby said host may recognize a unique store owner;

    customizing said store appearance;

    customizing a product mix of said store; and

    providing a commission schedule whereby if a consumer provides a purchase price to purchase an item from said store, said purchase price is divided between at least one of a distributor of said item, said store owner and an administrator of said host.

16. (original) The method of claim **15** wherein said step of selecting a store type includes the selection of a store from the group consisting of generic, specialty and key word.

17. (original) The method of claim **15** wherein said step of customizing said store appearance includes selecting one or more of a combination of top and bottom border design, dominant color, font style, store name, slogan, narrative and URL.

18. (previously amended) The method of claim **17** wherein said step of customizing said store appearance includes the step of selecting all of a combination of top and bottom border design, dominant color, font style, store name, slogan, narrative and URL.

19. (previously amended) The method of claim **15** further comprising the step of said host assigning said store an URL that comprises a domain name available from said host and a directory name selected by said store owner.

20. (previously amended) The method of claim **19** wherein said step of customizing said product mix further comprises said host displaying a proposed product mix and said store owner deselecting undesired items, if any, from said proposed product mix.

21. (previously amended) The method of claim **20** further comprising the step of said store owner selecting additional items to include within said product mix.